

立教大学学術推進特別重点資金（立教 S F R）
 大学院生研究
 2014年度研究成果報告書

研究科名	立教大学大学院 Business Administration 研究科 Business Administration 専攻		
研究代表者 (2015年3月現在 のものを記入)	在籍研究科・専攻・学年	氏 名	
	Business Administration Business Administration 1	Anna Davtyan 印	
指導教員	所属・職名	氏 名	
	Business Administration Professor	Ryuzo Kuroki 印	
自然・人文 ・社会の別	自然・√人文・社会	個人・共同の別	√個人・共同 名
研究課題	TOURISM BUSINESSES IMPACT ON THE ECONOMIC DEVELOPMENT OF THE REPUBLIC OF ARMENIA		
研 究 組 織 (2015年3月現在 のものを記入)	在籍研究科・専攻・学年	氏 名	
研 究 期 間	2014 年度		
研 究 経 費	(支出金額) 198,419 円 / (採択金額) 200,000 円		

研究の概要 (200～300字で記入、図・グラフ等は使用しないこと。)
<p>This research paper aims at analyzing the impact of tourism on economic development and also the importance of tourism for international trade (import and export) for one of the former Soviet Union countries – Republic of Armenia.</p> <p>The aim of this paper is to find out the position and benefits of tourism in relation to other activities (agriculture, manufacturing and mining), attempts to analyze Armenian tourism sector interdependency and importance for the economy as a whole.</p>

キーワード (研究内容をよく表しているものを3項目以内で記入。)
[Armenia] [economic development] [tourism]

研究成果の概要 (図・グラフ等は使用しないこと。)

The research focused on tourism of one of the Former Soviet Union countries - Armenia as a tourism destination which is not well known in the world. The decline of its economy (after becoming independent) also influenced the tourism sector. Fortunately, tourism development has recently taken off in Armenia.

Tourism sector growth in recent years and the fact that, unlike other spendings (buying food, car, house), tourism spending generates not only direct but also indirect and induced effects are the reason that this research focused on analyzing tourism of the Republic of Armenia.

1. Direct: the spending of tourists in tourist destinations, example; in restaurants: food, beverages, etc.
2. Indirect: payments (profit) made to suppliers: food, beverages etc...
3. Induced: the spendings (profit) generated from the indirect effect spending.

It is well known that tourism has an interrelation with various sectors in the economy, and this fact makes its development extremely beneficial for the countries' economic development.

In the research Input-Output table analysis has been used. Input-Output (I-O) is a method of tabulating an economic system in matrix form (I-O table). The use of the I-O analysis to estimate economic impacts of sectors is useful because of its ability to provide accurate and detailed information, I-O analysis has ability to provide information about sectors interdependency, power to influence on the other sectors (or economy as a whole), sensitivity of sectors to the changes in the economy, as well sectors dependence on import.

From the analysis of the Armenian Input-output table it has been observed that service sector (Information Technology, tourism...) has high sensitivity, which means that one unit of increase of the whole economy will lead to the growth of service sector. This in its turn means that the growth of the service sector will lead to the growth of the whole economy. The other important finding is the dependency on the import: service sector is independent from import, which gives to it more importance.

研究成果の概要 つづき

From the data of “Travel & Tourism Direct Contribution to GDP”, “Travel & Tourism Total Contribution to GDP”, “Visitor Exports”, “Capital Investment” it was observed that the contribution of tourism to GDP is gradually increasing, even Global Financial Crisis didn’t have strong influence (the value of GDP, export, etc. were decreased, the local currency depreciated).

Average Annual Growth Rate (AAGR) of tourism’s direct contribution to GDP is 17.8%, which again shows that the tourism sector through the years has been recording stabile growth. It is also important to mention that the AAGR of visitor export is 18.8%, This fact also shows that the growth of tourism surely will record direct, indirect and induced big effects in the economy (tourism products mainly produced domestically).

From the data of hotel numbers it was observed that in 7 years (in 2005-76, in 2012-157) the number of hotels has doubled (for such a small country as Armenia it is a quite big number), which means that investors are interested in investing in the Armenian hotel business (tourism sector).

In recent years, not only new hotels have been constructed, but also many hotels (which are already famous in Armenia as well in the Former Soviet Union countries) have been rehabilitated to suit international standards.

The data of “Visitor Exports Contribution to Total Exports” (World Travel and Tourism Council) for 2013, in % share (Belarus-2.2,Romania-3,Iran-3.1,Russian Federation-3.4,Europe-5.3,World-5.4,Ukraine-7.1, Armenia-16.6) shows that in Armenia Visitor Exports Contribution to Total Exports in 2013 recorded 16.6%, which in respect and comparison with other countries export share to total export is twice to three times bigger (important factor for the export-oriented growth strategy).

The study observed that Armenian tourism has all required factors to become a new destination for the world tourists and boost the country’s economy, namely; rich history, topography with beautiful mountains, rivers, lakes, old churches with its own style of construction which will be attractive not only to Christians but also to everyone interested in unique architectures.

The constant (still remains constant) growth of tourism will yield more and more profit and impact on economic development.

研究発表 (研究によって得られた研究経過・成果を発表した①～④について、該当するものを記入してください。該当するものが多い場合は主要なものを抜粋してください。)

- ①雑誌論文 (著者名、論文標題、雑誌名、巻号、発行年、ページ)
- ②図書 (著者名、出版社、書名、発行年、総ページ数)
- ③シンポジウム・公開講演会等の開催 (会名、開催日、開催場所)
- ④その他 (学会発表、研究報告書の印刷等)

1. International Conference on Tourism Transport & Technology ICTTT 1-3 August 2014 at Brunel University, Uxbridge UK

2. The International Conference on Energy, Environment and Sustainable Economy (EERE-2014) held in Bangkok Thailand 20th -21th September 2014

3. Published the “Tourism Businesses Impact on the Economic Development of the Republic of Armenia” paper.

Australian Journal of Asian Country Studies

ISSN 22039449(Paper)

ISSN 22039457(Online)

Australian Society for Commerce Industry & Engineering

4. International Workshop on Communications in the Era of the ASEAN Economic Community

December 18th, 19th, 2014 Shinawatra University, Bangkok Thailand